

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

Tourism Promotion – Release of Advertisement to publish in “TTG Asia” Coinciding with ITB 2008 at Berlin, through M/s. Touchstone Advertising (P) Limited – Publication Charges – Amount Sanctioned Rs. 4,40,000/- - Orders - Issued

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 196

Dated: 28-02-2009

Read the following:

- 1 Govt. Lr.No.31502/PMU/PRO/2008, YAT&C (PMU) Department. dt. 25.02.2008
- 2 G.O.Rt. No.2248, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 3 G.O.Rt. No.2249, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 4 G.O.Rt. No.2250 , Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 5 R.O.No.377/Display-PP/Advt I-2/2007-08, I&PR Dept., Dt.28.02.2008.
- 6 Bill No. TAPL/537/2007-08, Dt. 31.03.2008 of M/s. Touchstone Advertising (P). Ltd., Hyd.

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ORDER:

To promote Tourism destinations of Andhra Pradesh state, the Tourism and Culture Department has been releasing advertisements to publish in various Magazines on regular basis, as a part of promotional initiatives. As a follow up of these initiatives, this Department has released an advertisement to publish in “TTG Asia” Coinciding with ITB 2008 at Berlin, through M/s. Touchstone Advertising (P) Ltd., which is one of the empanelled Advertising agencies of A.P. Tourism. After publication of the advertisement, the advertising agency has submitted a bill amounting to Rs.4,40,000/- vide letter 6th read above for arranging payment.

2 After careful examination of the matter, the Government hereby accord sanction for an amount of Rs.4,40,000/- (Rupees Four lakhs forty thousand only) towards publication of the advertisement in “TTG Asia” Coinciding with ITB 2008 at Berlin.

3. The amount sanctioned at para 2 above shall be debited to the following Head of Account:

“ 3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN, GH 11- Normal State Plan - SH (15) – PATA Conference – 500 – Other Charges – 503 – Other Expenditure”.

4. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at para 2 above, in favour of M/s. Touchstone Advertising (P) Ltd., Hyderabad, after deducting Tax, payable to the Income Tax Department.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**D. LAKSHMI PARTHASARATHY
PRL. SECRETARY TO GOVERNMENT**

To,

M/s. Touchstone Advertising (P) Ltd., Hyderabad
The Assistant Secretary to Government & D.D.O, YAT& C Department.
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad

Copy to:

The YAT& C (PMU- Claims) Department.
SF/SCs

//Forwarded :: By Order//

SECTION OFFICER